

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the present application.

Listing of Claims:

1. (currently amended) A method for displaying an advertisement in an electronic program guide (EPG) comprising the steps of:

storing television schedule information in a database;

receiving advertisement information;

~~combining~~ modifying, at a user equipment, a portion of the received advertisement information ~~with~~ to include a portion of the stored television schedule information to form a modified advertisement; [[and]]

displaying a plurality of television schedule listings in a first area of a screen; and

displaying the modified advertisement in ~~the EPG on a screen~~ a second area of the screen.

2. (currently amended) The method of claim 1, wherein the receiving, ~~combining~~ modifying, and both displaying steps are performed in substantially real time.

3. (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a future television program.

4. (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a currently telecast television program.

5. (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about one or more of a product and a service.

6. (currently amended) The method of claim 1, wherein the storing step comprises storing a program description and the ~~combining~~ modifying step comprises combining a portion of the received advertisement information with the stored program description.

7. (currently amended) The method of claim 1, wherein the storing step comprises storing a program telecast time and the ~~combining~~ modifying step comprises combining a portion of the received advertisement information with the stored program telecast time.

8. (currently amended) The method of claim 1, wherein the storing step comprises storing a web site address and the ~~combining~~ modifying step comprises combining a portion of the received advertisement information with the stored web site address.

9. (currently amended) The method of claim 1, wherein the storing step comprises storing information related to a geographical location and the ~~combining~~ modifying step comprises combining a portion of the received advertisement information with the information related to a geographical location.

10. (currently amended) The method of claim 1, wherein the storing step comprises storing information related to a television viewer and the ~~combining~~ modifying step comprises combining a portion of the received advertisement information with the information related to a television viewer.

11. (currently amended) The method of claim 1, wherein the storing step comprises storing information related to rotating advertisement information in the EPG and the

~~combining~~ modifying step comprises combining a portion of the received advertisement information with the information related to rotating advertisement information.

12. (original) The method of claim 11 further comprising displaying the advertisement information in the EPG based on the rotating information.

13. (original) The method of claim 3, wherein the promotional information is a video preview related to the future television program.

14. (currently amended) The method of claim 5, wherein the promotional information is a video preview related to the one or more of [[a]] the product and [[a]] the service.

15. (original) The method of claim 1 further comprising the steps of selecting the displayed information using a pointing device and activating a function related to the selected information.

16. (original) The method of claim 15, wherein the step of activating a function comprises linking to a web site

based on an address related to the selected information and displaying more information from the web site.

17. (original) The method of claim 15, wherein the step of activating a function comprises displaying more detail information related to the selected information.

18. (original) The method of claim 15, wherein the step of activating a function comprises scheduling a future television program for recording.

19. (original) The method of claim 15, wherein the step of activating a function comprises tuning to a currently telecast television program.

20. (currently amended) A method for modifying an advertisement in an electronic program guide (EPG) comprising the steps of:

storing television schedule information in a first database;

storing advertisement information in a second database;

~~incorporating~~ overlaying, at a user equipment, a portion of the television schedule information from the first

database ~~into~~ onto a portion of the advertisement information  
from the second database to form a modified advertisement;

[[and]]

displaying a plurality of television schedule  
listings in a first area of a screen; and

displaying the modified advertisement ~~on a screen~~ in  
a second area of the screen.

21. (original) The method of claim 20, wherein the  
storing advertisement information step comprises storing  
promotional information about a future television program.

22. (original) The method of claim 20, wherein the  
storing advertisement information step comprises storing  
promotional information about a currently telecast television  
program.

23. (original) The method of claim 20, wherein the  
storing advertisement information step comprises storing  
promotional information about one or more of a product and a  
service.

24. (currently amended) The method of claim 20,  
wherein the storing schedule information step comprises

storing a program description and the ~~incorporating~~ overlying step comprises ~~incorporating~~ overlying ~~a portion of the received advertisement information with~~ the stored program description onto a portion of the stored advertisement information.

25. (currently amended) The method of claim 20, wherein the storing schedule information step comprises storing a program telecast time and the ~~incorporating~~ overlying step comprises ~~incorporating~~ overlying ~~a portion of the stored advertisement information with~~ the stored program telecast time onto a portion of the stored advertisement information.

26. (currently amended) The method of claim 20, wherein the storing schedule information step comprises storing a web site address and the ~~incorporating~~ overlying step comprises ~~incorporating~~ overlying ~~a portion of the stored advertisement information with~~ the stored web site address onto a portion of the stored advertisement information.

27. (currently amended) The method of claim 20, wherein the storing schedule information step comprises

storing information related to a geographical location and the ~~incorporating~~ overlaying step comprises ~~incorporating~~ overlaying ~~a portion of the stored advertisement information~~ with the information related to a geographical location onto a portion of the stored advertisement information.

28. (currently amended) The method of claim 20, wherein the storing schedule information step comprises storing information related to a television viewer and the ~~incorporating~~ overlaying step comprises ~~incorporating~~ overlaying ~~a portion of the received advertisement information~~ with the information related to a television viewer onto a portion of the stored advertisement information.

29. (currently amended) The method of claim 1, wherein the storing schedule information step comprises storing information related to rotating advertisement information in the EPG and the ~~incorporating~~ overlaying step comprises ~~incorporating~~ overlaying ~~a portion of the stored advertisement information with~~ the information related to rotating advertisement information onto a portion of the stored advertisement information.

30. (original) The method of claim 29 further



comprising displaying the advertisement information in the EPG based on the rotating information.

31. (original) The method of claim 21, wherein the promotional information is a video preview related to the future television program.

32. (currently amended) The method of claim 23, wherein the promotional information is a video preview related to the one or more of [[a]] the product and [[a]] the service.

33. (original) The method of claim 20 further comprising the steps of selecting the displayed advertisement using a pointing device and activating a function related to the selected advertisement.

34. (original) The method of claim 33, wherein the step of activating a function comprises linking to a web site based on an address related to the selected advertisement and displaying more information from the web site.

35. (original) The method of claim 33, wherein the step of activating a function comprises displaying more detail information related to the selected advertisement.

36. (original) The method of claim 33, wherein the step of activating a function comprises displaying a video preview related to the selected advertisement.

37. (original) The method of claim 33, wherein the step of activating a function comprises scheduling a future television program for recording.

38. (original) The method of claim 33, wherein the step of activating a function comprises tuning to a currently telecast television program.

39. (currently amended) An interactive electronic program guide (EPG) system comprising:

a first database for storing television schedule information;

a second database for storing advertisement data, wherein a portion of the information stored in the ~~first~~ second database is ~~combined~~ modified, at a user equipment, with to include a portion of ~~[[an]] the advertisement data associated~~ television schedule information stored in the ~~second~~ first database to form an updated advertisement; and

a display screen for displaying a plurality of

television schedule listings in a first area of a screen and  
the updated advertisement ~~in the EPG~~ in a second area of the  
screen.

40. (original) The EPG of claim 39, wherein the advertisement data is promotional information about a future television program.

41. (original) The EPG of claim 39, wherein the advertisement data is promotional information about a currently telecast television program.

42. (original) The EPG of claim 39, wherein the advertisement data is promotional information about one or more of a product and a service.

43. (original) The EPG of claim 39, wherein the first database includes a program description for combining a portion of the advertisement data with the stored program description.

44. (original) The EPG of claim 39, wherein the first database includes a program telecast time for combining

a portion of the advertisement data with the stored program telecast time.

45. (original) The EPG of claim 39, wherein the first database includes a web site address for combining a portion of the advertisement data with the stored web site address.

46. (original) The EPG of claim 39, wherein the first database includes geographical location data for combining a portion of the advertisement data with the stored geographical location data.

47. (original) The EPG of claim 39, wherein the first database includes information related to a television viewer for combining a portion of the advertisement data with the information related to a television viewer.

48. (original) The EPG of claim 39, wherein the first database includes information related to rotating advertisement information in the EPG for combining a portion of the advertisement data with the information related to rotating advertisement information.

49. (original) The EPG of claim 40, wherein the

promotional information is a video preview related to the future television program.

50. (original) The EPG of claim 42, wherein the promotional information is a video preview related to the one or more of a product and a service.

51. (original) The EPG of claim 39 further comprising an input device for selecting the displayed advertisement and activating a function related to the selected advertisement.

52. (original) The EPG of claim 51, wherein the input device activates a function to link to a web site based on an address related to the selected advertisement.

53. (original) The EPG of claim 51, wherein the input device activates a function to display more detail information related to the selected advertisement.

54. (original) The EPG of claim 51, wherein the input device activates a function to schedule a future television program for recording.

55. (original) The EPG of claim 51, wherein the input device activates a function to tune to a currently telecast television program.

56. (original) The EPG of claim 51, wherein the input device activates a function to display a video preview related to the selected advertisement.

57. (currently amended) A computer readable medium having stored thereon a set of instructions including instruction for displaying an advertisement in an electronic program guide (EPG), the instructions, when executed by a microprocessor, cause the microprocessor to perform the steps of:

storing television schedule information in a database;

receiving advertisement information;

~~combining~~ modifying, at a user equipment, a portion of the received advertisement information ~~with~~ to include a portion of the stored television schedule information to form a modified advertisement; [[and]]

displaying a plurality of television schedule listings in a first area of a screen; and

displaying the modified advertisement in ~~the EPG on~~  
~~a screen~~ a second area of the screen.

58. (currently amended) A computer readable medium having stored thereon a set of instructions including instruction for modifying an advertisement in an electronic program guide (EPG), the instructions, when executed by a microprocessor, cause the microprocessor to perform the steps of:

storing television schedule information in a first database;

storing advertisement information in a second database;

~~incorporating~~ overlaying, at a user equipment, a  
portion of the television schedule information from the first database ~~into~~ onto a portion of the advertisement information to form a modified advertisement; [[and]]

displaying a plurality of television schedule listings in a first area of a screen; and

displaying the modified advertisement ~~on a screen in~~  
a second area of the screen.

59. (new) The method of claim 1 wherein modifying a portion of the received advertisement information to include a

portion of the stored television schedule information comprises overlaying the stored television schedule information onto the received advertisement information.

60. (new) The method of claim 1 wherein modifying a portion of the received advertisement information to include a portion of the stored television schedule information comprises replacing a text portion of the received advertisement information with the stored television schedule information.

61. (new) The method of claim 1 wherein modifying a portion of the received advertisement information to include a portion of the stored television schedule information comprises replacing a graphic portion of the received advertisement information with the stored television schedule information.